

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-20. (Cancelled)

21. (Currently Amended) A method comprising:

receiving advertising information for a plurality of items ~~an item~~ along with a broadcast of a program;

displaying ~~an a single~~ advertising mark for the plurality of items ~~item~~ on a display along with a scene of the broadcasted program;

displaying a list of the plurality of items upon selection of the single advertising mark by a viewer;

displaying the received advertising information on the display upon selection of ~~the advertising mark~~ at least one of the plurality of items from the list by the ~~the~~ ^{[[a]]} viewer; and

storing the displayed advertising information upon selection by a viewer.

22. (Currently Amended) The method of claim 21, further comprising storing advertising information for the or each selected item for a specified period of time after a ~~corresponding the~~ broadcasted program ends.

23. (Previously Presented) The method of claim 21, wherein storing comprises storing the displayed advertising information on a smart card.

24. (Previously Presented) The method of claim 23, further comprising storing information on the smart card regarding an associated broadcast of a program in association with the displayed advertising information.

25-28 (Cancelled)

29. (Currently Amended) The method of claim 21, wherein the displayed single advertising mark is superimposed over a broadcast of a program on the display.

30. (Currently Amended) The method of claim 21, wherein the plurality of items are ~~item~~ is in the displayed scene, and wherein the displayed single advertising mark comprises an indicator of the plurality of items ~~item~~ in the displayed scene.

31. (Previously Presented) The method of claim 21, further comprising recalling the stored displayed advertising information and displaying it at a time that is different from a display time of a scene in which an advertised item appears.

32. (Previously Presented) The method of claim 21, wherein displaying the advertising information comprises displaying the advertising information on a portion of the display along with the broadcast of a program.

33. (Previously Presented) The method of claim 21, further comprising receiving a request from the viewer for electronically ordering the item using the advertising information.

34-35. (Cancelled)

36. (Currently Amended) A machine-readable medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

receiving advertising information for a plurality of items ~~an item~~ along with a broadcast of a program;

displaying ~~an~~ a single advertising mark for the plurality of items ~~item~~ on a display along with a scene of the broadcasted program;

displaying a list of the plurality of items upon selection of the single advertising mark by a viewer;

displaying the received advertising information on the display upon selection of ~~the advertising mark~~ at least one of the plurality of items from the list by the [[a]] viewer;
and

storing the displayed advertising information upon selection by a viewer.

37. (Previously Presented) The medium of claim 36, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising storing advertising information for the item for a specified period of time after a corresponding broadcasted program ends.

38. (Previously Presented) The medium of claim 36, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising storing information on a smart card regarding an associated broadcast of a program in association with the displayed advertising information.

39. (Cancelled)

40. (Currently Amended) The medium of claim 36, wherein the displayed single advertising mark comprises an indicator for a plurality of items for which advertising information is available, and wherein the indicator is representative of the item to which the indicator corresponds.

41. (Currently Amended) The medium of claim 36, wherein the displayed single advertising mark is superimposed over a broadcast of a program on the display.

42. (Currently Amended) The medium of claim 36, wherein the plurality of items are item is in the displayed scene and wherein the displayed single advertising mark comprises an indicator of the plurality of items item in the displayed scene.

43. (Previously Presented) The medium of claim 36, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising recalling the stored displayed advertising information and displaying it at a time that is different from a display time of a scene in which an advertised item appears.

44. (Cancelled)

45. (Currently Amended) An apparatus comprising:
means for receiving advertising information for a plurality of items ~~an item~~ along with a broadcast of a program;
means for displaying ~~an~~ a single advertising mark for the plurality of items ~~item~~ on a display along with a scene of the broadcasted program;
means for displaying a list of the plurality of items upon selection of the single advertising mark by a viewer;
means for displaying the received advertising information on the display upon selection of ~~the advertising mark~~ at least one of the plurality of items from the list by the ~~[[a]]~~ viewer; and
means for storing the displayed advertising information upon selection by a viewer.

46. (Previously Presented) The apparatus of claim 45, further comprising means for storing advertising information for the item for a specified period of time after a corresponding broadcasted program ends.

47-48. (Cancelled)

49. (Previously Presented) The apparatus of claim 45, wherein the means for displaying the advertising information comprises means for displaying the advertising information on a portion of the display along with the broadcast of a program.

50-51. (Cancelled)

52. (Currently Amended) A receiver system comprising:
a storage device having stored therein an advertising routine for the reception,
display and storage of advertising marks and associated program broadcasts and
a processor coupled to the storage device for executing the advertising routine by:
receiving advertising information for a plurality of items ~~an item~~ along
with a broadcast of a program;
displaying ~~an~~ a single advertising mark for the plurality of items ~~item~~ on a
display along with a scene of the broadcasted program;
displaying a list of the plurality of items upon selection of the single
advertising mark by a viewer;
displaying the received advertising information on the display upon
selection of ~~the advertising mark~~ at least one of the plurality of items from the list
by the ~~the~~ [[a]] viewer; and
storing the displayed advertising information upon selection by a viewer.

53. (Previously Presented) The system of claim 52, wherein the processor
further executes the routine by storing information on the smart card regarding an
associated broadcast of a program in association with the displayed advertising
information.

54-57. (Cancelled)

58. (New) The method of claim 21, wherein the single advertising mark is
enabled if the user has selected a stored advertisement mode, the advertising mark having
been stored before being displayed in the stored advertisement mode, and wherein the
single advertising mark is disabled if the user has selected a non-advertising mode.

59. (New) The medium of claim 36, wherein the single advertising mark is enabled if the user has selected a stored advertisement mode, the advertising mark having been stored before being displayed in the stored advertisement mode, and wherein the single advertising mark is disabled if the user has selected a non-advertising mode.

60. (New) The apparatus of claim 45, wherein the single advertising mark is enabled if the user has selected a stored advertisement mode, the advertising mark having been stored before being displayed in the stored advertisement mode, and wherein the single advertising mark is disabled if the user has selected a non-advertising mode.

61. (New) The system of claim 52, wherein the single advertising mark is enabled if the user has selected a stored advertisement mode, the advertising mark having been stored before being displayed in the stored advertisement mode, and wherein the single advertising mark is disabled if the user has selected a non-advertising mode.